

(Senior) Marketing Manager / Associate Marketing Director

Job ID
REQ-10077769

5月 08, 2026

China

摘要

Marketing leader in a small revenue organization OR experienced managers of marketing sub-function. Develop and drive the execution of brand marketing plans with the objective to maximize market share and revenue growth in the market.

About the Role

Major Accountabilities

- Podpora z visoko kakovostnim pravočasno tržnje vloženj s trga in izvajanje taktik na projektov, da bi povečali vrednost blagovne znamke(-e) z upravljanjem življenjskega cikla
- Za zagotovitev dolgoročne prisotnosti portfelja izdelkov na farmacevtskem trgu v skladu s strateškimi cilji
- Za opredelitev najučinkovitejših tržnih segmentov za spodbujanje proizvodov je najbolj obetaven cilj
- Preučevanje zdravstvenih in tržnih informacij o izdelkih podjetja za opredelitev njihovih koristi,

tr ž nega dele ž a, pozicioniranje razmeroma do ciljnih skupin konkurentov, strategija promocije tr ž enja v skladu z opredeljenimi ciljnimi skupinami.

-Preu iti socio-demografske zna ilnosti potro š nikov, njihove potrebe, merila in vzorce porabe strate š kih proizvodov.

~ e ž elite na rtovati taktiko promocije izdelkov, razviti shemo, oblike, metode in tehnologijo promocije (akcijski na rt, medijski na rt), izvajati pogoje finan ne discipline v skladu s prora unom.

~ e ž elite na rtovati ponudbo in povpra š evanje po proizvodih na podro ju odgovornosti, ustvarite na rte ciklov, izvajanje in napovedi prometa (letni tr ž ni na rt, napoved valjanja, mese ni sekundarni prodajni na rt).

-Razviti in organizirati dogodke, ustvariti na rtovano raven distribucije in sistemati no izvajanje novih izdelkov.

-Dati prednost virom in dejavnostim v smeri odli nosti ter vzpostaviti ustrezne procese in KPI za redno poro anje o napredku in vpogledih klju nih zainteresiranih strani, ki so vklju ene v to. Zagotovite enak pristop med ekipo za tr ž enje strank.

-Vodja tr ž enja za podporo pri gradnji letnega prora una in pri upravljanju mese ne finan ne napovedi skupnih nalo ž b

-Poro anje o tehni nih prito ž bah / ne ž elenih dogodkih / scenarijih posebnih primerov, povezanih z Novartis izdelki v roku 24 ur po prejemu

-Distribucija vzorcev tr ž enja (kjer je primerno)

Key Performance Indicators

Vodja tr ž enja v majhni organizaciji prihodkov ALL izku š eni mened ž erji tr ž enjske pod funkcije. Razviti in pognati izpeljavo tr ž nih na rtov blagovnih znamk s ciljem pove ati tr ž ni dele ž in rast prihodkov na trgu.

Work Experience

~

Skills

Upravljanje premo ž enja

Tr ž na strategija

Tr ž enje izdelkov

Upravljanje ž ivljenjskega cikla izdelka (Plm)

Razumevanje zdravstvenega sektorja

Strokovno znanje o prednostnih podro jih boleznih

Komercialna odli nost

Operativna odli nost

Usmerjenost k strankam

Agility

Vplivanje na spretnosti

Pogajalske spretnosti

Sodelovanje dele ž nikov

Upravljanje dele ž nikov

Strate š ka partnerstva

Medfunkcionalno sodelovanje

Language

Angle š ina

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

部门

International

Business Unit

Marketing

地点

China

站点

Shanghai (Shanghai)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Redni sodelavec

Shift Work

No

```
var config = { targetId: "kalturaplayer69fe2ba8bd6d1008089585", provider: { widgetId:
"1Qm7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", //
Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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